

## ORDER



**Orders**  
**Order / Rev:** 725200  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 3092  
**Flight Dates:** 10/26/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mandel, J/ US Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	0	\$0.00	\$0.00
10/29/12	11/06/12	24	\$17,750.00	\$15,087.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$17,750.00	\$15,087.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$17,750.00</b>	<b>\$15,087.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/26/12	11/06/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$800.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$800.00		0.00			
N 2	WKYC	10/26/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$400.00		0.00			
N 3	WKYC	10/26/12	11/06/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$800.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$800.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$800.00		0.00			
N 4	WKYC	10/26/12	11/06/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWTF--	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----		0				\$650.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		1				\$650.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$650.00		0.00			
N 5	WKYC	10/26/12	11/06/12		CM	3p-4p	MTWTF--	:30	3	\$650.00	P-1	0.00	NM	5	\$4,050.00

Order / Rev: 725200  
 Alt Order #:  
 Flight Dates: 10/26/12 - 11/06/12

Advertiser: Mandel, J/ US Senate  
 Product Desc:  
 Estimate: 3092

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p															
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/22/12-10/28/12		M-F 3-4p	3p-4p		-----F----	:30	<del>(\$650.00)</del>	0.00	NM				
See MG 5.6															
6	NKYC	11/03/12-11/04/12		SS 9-1030a	9a-1030a Sa/Su		-----SaSu	:30	\$1,450.00	0.00	NM				
Ⓜ MG for 5.1,6.1															
Week:		10/29/12	11/04/12	MTWTF--	3		\$650.00		0.00						
Week:		11/05/12	11/11/12	MT-----	1		\$650.00		0.00						
N 6	WKYC	10/26/12	11/06/12	M-F 4-5p	CM	4p-5p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	4	\$3,200.00
Ellen Degeneres															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/22/12-10/28/12		M-F 4-5p	4p-5p		-----F----	:30	<del>(\$800.00)</del>	0.00	NM				
See MG 5.6															
Week:		10/29/12	11/04/12	MTWTF--	3		\$800.00		0.00						
Week:		11/05/12	11/11/12	MT-----	1		\$800.00		0.00						
													Totals	24	\$17,750.00